Home Furnishings Calendar 1951

JANUARY

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WEEK OF

Room 519 • 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

HOME FURNISHINGS CALENDAR

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KEY: AP - Advertising and Publicity; B - Building; E - Equipment; F - Food; G - Gardens; HF - Home Furnishings; M - Miscellaneous.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Dec. 20 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PARTY	SWEDISH MODERN	675 FIFTH AVENUE

HF. Mr. George Tanier of Swedish Modern has just returned from a trip to Scandinavian countries and has brought back some interesting decorative objects which will be shown to the press on this date. Contact: Lillian Weiss, WO. 2-6020.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Dec. 20	CHRISTMAS PARTY	ADV. CLUB OF N.J.	NEWARK, N.J.

AP. If your firm or your clients make a product which you want publicized you should communicate with this club. At their Christmas Party each of 750 guests who are leaders in the business, civic and cultural life of New Jersey will receive a gift package; there will also be table prizes and door prizes. For gift packages 6½ gross of each item are desired but 1 gross is acceptable; (minimum retail value $2.50); for door prizes items should have minimum retail value of $10. Grand prize is a fully-paid 10 day trip to Switzerland via Swissair. Contact: Mr. Harold Friedman, Advertising Club of New Jersey, Room 1603, Military Park Bldg., 60 Park Place, Newark, N.J.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Dec. 20- Jan. 31	CHRISTMAS EXHIBITION	METROPOLITAN MUSEUM	THE CLOISTERS

M. A special Christmas exhibition opens on this date. Rare paintings, sculptures and tapestries, illuminated manuscripts and other works of art, assembled in a roughly chronological manner make it possible to trace the evolution of the story of the Magi through the Middle Ages. Publicity: Lillian Green, TR. 9-5500.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Dec. 20- Feb. 18	ART EXHIBIT	LEHIGH FURNITURE CORP.	16 EAST 53RD ST.

M. A group of lively colored wood blocks and temperas by Louis Shanker will be shown during this period. Mr. Shanker is being presented by Lehigh as the third artist in their series of important American painters. Contact: Gladys Litt, SA. 2-2873.

WEEK BEGINNING MONDAY, DECEMBER 24, 1951

Dec. 25 — CHRISTMAS (Tuesday).

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Dec. 27	PREVIEW: NEW SPRING LINE	WAVERLY FABRICS	60 WEST 40TH STREET

HF. A preview for the press of Waverly's extensive new 1952 Spring line will be held all day on the 10th floor. Six room settings by Margaret Riley will show some of the new patterns. Publicity: Philip Schuyler and Ruth Maybank, LE. 2-7800, Ext. 210.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, DECEMBER 31, 1951

Jan. 1 — NEW YEAR'S DAY (Tuesday).

Jan. 3-Jan. 11 — HF. TRADE SHOW, ASSOC. GLASS & POTTERY MFRS., WILLIAM PENN HOTEL, PITTSBURGH, PA., CONTACT: J.M. HAMMER, KNOX, PENNSYLVANIA.

Thursday Jan. 3-Jan. 11 — NEW GLASS LINE — LIBBY GLASS — PITTSBURGH, PENNA.
HF. Libbey's new hostess glassware pattern called "Circus" will be introduced at the Pittsburgh Glass and Pottery Exhibit in the William Penn Hotel. Created by Freda Diamond, well-known designer, the four-color circus decorations are applied on a new tumbler shape called "Flair." The pattern will be available to stores in April when national consumer advertising will break with a four-color full-page advertisement in Life. The line consists of a 16 oz. super-cooler; a 14 oz. iced beverage; a 10 oz. beverage, a 5 oz. juice or cocktail and an 8 oz. bowl. A "Circus" merchandising packet is available to retailers. Publicity: Cardelle Coleman, Steve Hannagan, 247 Park Avenue, PL. 5-2900.

Friday Jan. 4 Cocktails — PRESS PREVIEW — HARGRI STUDIOS — MDSE. MART, CHICAGO
HF. A preview cocktail party for the press by invitation only will be held on this date to mark the opening of the Hargri Studios, Mr. Eugene Negri in charge, where Lehigh Furniture will be on exhibition. Isabel Scott's fabrics will be shown there too and will be used to cover some of the furniture. Publicity: Gladys Litt, Lehigh Furniture Corp., SA. 2-2873.

Jan. 6-11 — HF. CHICAGO CURTAIN, DRAPERY, DOMESTICS, LINEN SHOW, STEVENS, CHICAGO, ILL.

Jan. 6-Jan. 11 — HF. NEW YORK CURTAIN & DRAPERY SHOW & NATL. DOMESTICS & LINEN SHOW, HOTEL NEW YORKER, N.Y.C., CONTACT: MRS. G.R. WATERS, NATL. EXHB., LANSDALE, PA.

Jan. 6-16 — HF. CHICAGO LAMP SHOW, PALMER HOUSE, CHICAGO, ILLINOIS.

Sunday Jan. 6-Jan. 16 — LAMP SHOWING — B. G. MESBERG — PALMER HOUSE, CHI.
HF. A group of 1952 lamps designed by Paul McCobb will be shown in Room 830 of the Palmer House, as part of the Lamp Show sponsored by the New York Lamp & Shade Mfrs. Association. Publicity: Virginia Burdick Public Relations, OR. 4-6462.

ADVANCE DATES AND NOTICES

Jan. 7-Jan. 10 — HF. ANNUAL MFRS. EXHIBIT, NATL. RET. DRY GOODS ASSN., STATLER, NEW YORK CONTACT: M.H. LANDAU, 100 WEST 31ST STREET, NEW YORK, N. Y.

Jan. 7-Jan. 11 — HF. NEW YORK DISTRIBUTORS' MARKET, CARPET SHOWROOMS, NEW YORK, N. Y. CONTACT: JOHN C. LECLAIR, 140 WEST 57TH STREET, CI. 7-3051.

Jan. 7-Jan. 18 — HF. WINTER HOME FURNISHINGS MARKET, MDSE. MART AND AM. FURN. MART, CHICAGO, ILL. CONTACT: NEWS BUR., MDSE. MART: L.H. WITING, AM. FURN. MART.

Monday Jan. 7 Jan. 18 — NEW CARPETS — ALEXANDER SMITH, INC. — MDSE. MART, CHI.
HF. Alexander Smith's first cotton soft floorcoverings and many contemporary designs in a blend of wool and carpet rayon will be shown at the time of the Winter Floor Covering market. Publicity: Emily Purcell, Carpet Div. Alexander Smith, Inc., MU. 9-1300

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Jan. 7 Jan. 18	FURNITURE SHOWING HF. A showing of the Planner, Directional and Predictor Groups of furniture designed by Paul McCobb will be on display in Space 1146. These will include completely new Planner features. Publicity: Virginia Burdick Public Relations, OR. 4-6462.	B.G. MESBERG	MDSE. MART, CHI.
Monday Jan. 7- Jan. 18	MARKET EVENTS HF. During the Winter Home Furnishings Market the following events have been scheduled to date. Wed., Jan. 9, 4 to 7 P.M. Press Party. Thurs., Jan. 10, 9 A.M. Good Design Breakfast. Press Conferences: Mon., Jan. 7, Furniture, floor coverings, hardware and appliances; Tues., Jan. 8, Metals, plastics, veneers, wool, rayon and cotton yarns. Wed., Jan. 10, Retailers. Thurs., Jan. 11, Good Design. Fri., Jan. 12, Styling and merchandising, advertising and economics. During the second week, on either Jan. 15 or 16 there will also be a round-up of market activity by industry leaders. For early birds there will be a special informal press previewing of all exhibits that are ready on Jan. 5 and 6. Get list from News Bureau now located on Main Floor in Room 3, East Arcade off the main lobby. Contact: Robert Johnson, Alice Nelson, Gertrude Schrock, Richard Hochman, News Bureau, Merchandise Mart, Chicago 54, Illinois.	MERCHANDISE MART	CHICAGO, ILL.
Monday Jan. 7 Evening	PRESS PARTY HF. This organization's regular market Press Party will be held at the Palmer House on the opening night of the Furniture Market. Admission by invitation only. Contact: Joseph L. Greene, Salmanson & Co., Inc., 1107 Broadway, New York 10, N.Y., WA. 9-7640.	SALMANSON & CO.,INC.	PALMER HSE., CHICAGO
Jan. 7- Jan. 18	HF. WINTER FURNITURE MARKET, GRAND RAPIDS, MICHIGAN. CONTACT: C.F. CAMPBELL, 427 E. FULTON ST., GRAND RAPIDS 3, MICHIGAN.		
Jan. 7- Jan. 18	HF. CHICAGO DRAPERY MARKET, MERCHANDISE MART, CHICAGO 54, ILLINOIS. CONTACT: NEWS BUREAU, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 7- Jan. 23	HF. WEST ONTARIO FURNITURE SHOW, INDIVIDUAL FACTORIES, KITCHENER AND SURROUNDING TOWNS, ONT. CONTACT: GEORGE JACOB, KITCHENER, ONTARIO, CAN.		
Monday Jan. 7 Just out	BI-MONTHLY MAGAZINE HF. "Modern Lamps and Accessories" is the new name for the former "Modern Lamps" magazine which will now be published every other month starting with the January issue which is out on this date to coincide with the Chicago lamp market. Contact: Barbara Baer, MU. 5-3744.	KRIEGER PUBLICATIONS	114 EAST 32ND STREET
Tuesday Jan. 8- Jan. 10 9:00 A.M.- 12:00 M.	BREAKFAST DEMONSTRATION HF. A completely new stitching technique developed by the Singer Sewing Machine Co. for use in home decorating and dressmaking will be shown. By invitation. Local and out-of-town press welcome. Publicity: Anne Cunningham, Katherine Hedick, Young & Rubicam, Inc., MU. 9-5000.	SINGER SEWING MACHINE CO.	396 FIFTH AVENUE
Wednesday Jan. 9 12:30 P.M.	LEAGUE MARKET LUNCHEON HF. Hollis Baker, president of Baker Furniture Co., will be the guest speaker at this annual luncheon. His topic is "Good Design and Good Business." Tickets, $3.50. Open to both members and guests. The annual Louise Thompson Bollender award will be presented at this luncheon. Reservations must be made by Jan. 7. Contact: Mrs. J.P. Atkinson, 2477 West Gunnison Ave., Chicago, Illinois.	HOME FASHIONS LEAGUE	HOTEL SHERATON, CHI.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Jan. 9 7:00 P.M.	ASSOCIATION DINNER	CHICAGO FLOOR COVERING ASSOCIATION	CONRAD HILTON HOTEL CHICAGO, ILLINOIS
	HF. Dr. Kenneth McFarland, educator and consultant on personnel administration, public relations and salesmanship, will be the featured speaker at this dinner. Tickets, costing $10 per person, are now available. Contact: Westcott, Hindmarsh, Inc., Room 13-111, Merchandise Mart, Chicago 54, Ill.; Publicity: News Bureau, Merchandise Mart.		
Jan. 12- Jan. 21	B. TOLEDO HOME BUILDERS & INDUSTRIES EXPOSITION, TOLEDO, OHIO. CONTACT: PAUL SPOR, OHIO BUILDING, TOLEDO, OHIO.		
Jan. 13- Jan. 16	M. NATL. ASSN. OF VARIETY STORES SHOW, DALLAS, TEXAS. CONTACT: MARVIN E. SMITH, 1416 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Sunday Jan. 13- Jan. 18	NEW YORK LAMP SHOW	GEORGE F.LITTLE MNGMT.	HOTEL NEW YORKER
	HF. The 31st semi-annual New York lamp show will occupy seven floors of the New Yorker where there will be more than 300 exhibits displaying over 400 lines of leading lamp manufacturers. Hours: Sunday, 1 to 7 P.M.; Monday through Thursday, 9 A.M. to 7 P.M.; Friday, 9 A.M. to 3 P.M. Contact: George F. Little and Robert Carman, George F. Little Management, 220 Fifth Avenue, New York 1, N.Y., MU. 9-7147.		
Jan. 14- Jan. 17	M. AMERICAN MANAGEMENT ASSN. MEETING, BILTMORE HOTEL, NEW YORK, N.Y. CONTACT: J.O. RICE, 330 WEST 42ND STREET, NEW YORK 18, N.Y.		
Tuesday Jan. 15	NEW MAGAZINE	TIME, INCORPORATED	TIME & LIFE BLDG.
	B. A new magazine called "House and Home" devoted to all those who plan, build, buy, sell or finance houses will be on the newsstands at about this time. It is planned primarily for building professionals but a very limited number of non-professional subscriptions is also available. Contact: P.I. Prentice, JU. 6-1212.		
Tuesday Jan. 15 Just out	NEW HOUSING MAGAZINE	ARCHITECTURAL FORUM	CHICAGO, ILLINOIS
	B:HF. A new magazine for professionals which will deal entirely with houses will be available on or about this date. It is to be known as "Houses". While intended for professionals, non-professionals may subscribe at an increased rate. Contact: Architectural Forum, JU. 6-1212.		
Jan. 17- Jan. 24	E. NATIONAL HOUSEWARES AND HOME APPLIANCE EXHIBIT, NAVY PIER, CHICAGO,ILL. CONTACT: A.W. BUDDENBERG, 1140 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 20- Jan. 24	B. NAT. ASSN. OF HOME BUILDERS SHOW, CONGRESS & STEVENS HOTELS, CHICAGO, ILLINOIS. CONTACT: PAUL S. VAN AUKEN, 111 W. JACKSON BLVD.,CHICAGO 4, ILL.		
Jan. 20- Jan. 25	HF. CALIFORNIA GIFT SHOW, LOS ANGELES, CALIFORNIA. CONTACT: WOODY C. KLINGBORG, 1151 S. BROADWAY, LOS ANGELES, CALIFORNIA.		
Jan. 21- Jan. 25	HF. ARMORY FURNITURE SHOW, 71ST REGIMENT ARMORY, NEW YORK, N.Y. CONTACT: WILLIAM S. ORKIN, 8 WEST 40TH STREET, NEW YORK 18, N.Y.		
Jan. 21- Jan. 26	HF. NEW YORK FURNITURE MARKET, NEW YORK FURN. EXCH., 206 LEXINGTON AVE. CONTACT: LOU SCHNEIDER, MU. 5-1160.		
Jan. 21- Jan. 26	HF. NEW YORK CARPET MARKET, INDIVIDUAL SHOWROOMS, NEW YORK, N.Y. CONTACT: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Jan. 21- Feb. 2	HIGH POINT MARKET HF. Over 450 exhibitors will show at this semi-annual furniture and rug market. Housing facilities will be taxed to the limit and visitors should have confirmed reservations. If other arrangements cannot be made, visitors should get in touch with the High Point Chamber of Commerce. Press day for visiting editors and reporters has been set for Monday, Jan. 21. At the end of the day the press will be entertained at an informal party by building offices of the Southern Furniture Exposition Bldg. Contact: Paul Casey, Southern Furniture Exposition Bldg., High Point, N.C. PHONE 3001.	SOUTHERN FURN. MARKET	HIGH POINT, N.C.
Tuesday Jan. 22 9:30 A.M.	PRESS BREAKFAST HF. The official presentation of Awards to winning manufacturers in the First Annual Hess Brothers Versatility in Design Competition for multiple uses of merchandise will be held on this date in the Astor Gallery, 4th Floor. Publicity: Eileen Milling, Bert Nevins, Inc., WI. 7-9715.	HESS BROTHERS	WALDORF-ASTORIA
Jan. 23- Feb. 15	HF. EXHIBITION CALIF. CRAFTS, WALKER ART CENTER, MINNEAPOLIS, MINN. CONTACT: WALKER ART CENTER, MINNEAPOLIS, MINNESOTA.		
Jan. 23- Jan. 27	F. MIAMI FOOD & BEVERAGE SHOW, MUNICIPAL AUDITORIUM, MIAMI, FLORIDA. CONTACT: E.J. SEIFRIT, 615 SW. 2ND AVENUE, MIAMI, FLORIDA.		
Thursday Jan. 24 9-11 A.M.	PRESS BREAKFAST HF. A breakfast for the press will be held to show Greeff's new line of fine decorator fabrics. Publicity: Hilda Kassell, PL. 9-2917.	GREEFF FABRICS, INC.	4 EAST 53RD STREET
Jan. 27- Jan. 30	HF. NEW YORK STATE GIFT & ART SHOW, HOTEL ONONDAGA, SYRACUSE, N.Y. CONTACT: RALPH S. WILDER, JR., 683 ATLANTIC AVENUE, BOSTON, MASSACHUSETTS.		
Jan. 27- Jan. 30	HF. HOME FURNISHINGS ACCESSORY SHOW, BILTMORE HOTEL, LOS ANGELES, CALIF. CONTACT: WOODY C. KLINGBORG, 1151 SOUTH BROADWAY, LOS ANGELES, CALIF.		
Jan. 27- Jan. 31	M. NATL. ASS'N. OF VARIETY STORES SHOW, CHICAGO, ILLINOIS. CONTACT: MARVIN E. SMITH, 1416 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 28- Jan. 30	HF. NATL. COTTON COUNCIL OF AMERICA, ROOSEVELT HOTEL, NEW ORLEANS, LA. CONTACT: ERNEST STEWART, P.O. BOX 18, MEMPHIS, TENNESSEE.		
Jan. 28- Feb. 1	HF. LOS ANGELES FURNITURE MARKET, LOS ANGELES, CALIFORNIA. CONTACT: A.V. MacDONALD, 2155 EAST 7TH STREET, LOS ANGELES, CALIFORNIA.		
Jan. 28- Feb. 8	HF. CHICAGO SPRING MARKET, CHICAGO, ILLINOIS. CONTACT: JOHN T. PIRIE, JR., CHICAGO ASSN. OF COMM. & IND., CHICAGO, ILL.		
Wednesday Jan. 30 12:15 P.M.	CLOSED LUNCHEON HF. A closed luncheon for members only will be held on this date at the Hendrik Hudson Room. Contact: Josephine Brush, MU. 7-8122.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Monday Feb. 4- Feb. 8	WINTER MARKET HF. Over 2700 lines will be shown at this market which covers the home goods field. Contact: Frank K. Runyan, 1355 Market Street, San Francisco 3, California.	WESTERN MERCHANDISE MART	SAN FRANCISCO, CAL.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday Feb. 3- Feb. 6	SPRING GIFT SHOW HF. As a special feature of this gift show a Window Trimming Clinic will be held on Tuesday morning at 10 A.M. in the Civic Auditorium where the Gift Show is being held. Another feature will be a display of table settings, staged by local retail stores. A prize will be given to the store whose table setting is chosen by popular vote of visiting buyers. A variety store merchandise show will be held concurrently with the Gift Show. Contact: Kay Leber, Show Manager, 1355 Market Street, San Francisco 3, California.	WESTERN MDSE. EXHIBITORS	SAN FRANCISCO, CAL.
Feb. 4- Feb. 15	HF. CHICAGO GIFT SHOW, LASALLE HOTEL AND PALMER HOUSE, CHICAGO, ILLINOIS. CONTACT: EASTERN MFRS. & IMPORTERS, GEO. F. LITTLE, MAN. DIR., MU. 9-7147.		
Feb. 4- Feb. 16	HF. MERCHANDISE MART GIFT SHOW, CHINA, GLASSWARE & POTTERY MARKET, MERCHANDISE MART, CHICAGO, ILL. CONTACT: ROBERT B. JOHNSON, MDSE. MART.		
Feb. 11- Feb. 12	M. MARKETING CONVENTION, AM. MANAGEMENT ASSN., NEW YORK, N.Y. CONTACT: J.O. RICE, 320 WEST 42ND STREET, NEW YORK 18, N.Y.		
Wednesday Feb. 13 12:30 P.M.	PRESS LUNCHEON F. A press luncheon to introduce the Osterizer liquifier-blender will be held on this date. Publicity: Frances Borden, The Roy Bernard Co., Inc., TE. 8-2930.	JOHN OSTER MFG. CO.	LOUIS SHERRY
Feb. 14- Feb. 22	B:HF:G. BUILDERS HOME AND FLOWER SHOW, MINNEAPOLIS, MINN. CONTACT: H.H. CORY, 1437 N.W. BANK BLDG., MINNEAPOLIS, MINN.		
Sunday Feb. 17- Feb. 19	NEW ENGLAND HOUSEWARES SHOW HF:E. The annual New England Housewares show will be held on these dates. Contact: Carl Masson, Mechanics Bldg., 111 Huntington Avenue, Boston 16, Massachusetts.	HOUSEWARES CLUB OF N.E.	MECHANICS BLDG. BOSTON, MASS.
Feb. 17- Feb. 23	HF:E. HOUSEWARES WEEK IN NEW ENGLAND, HOUSEWARES CLUB OF NEW ENGLAND. CONTACT: CARL MASSON, MECHANICS BLDG., 111 HUNTINGTON AVE., BOSTON, MASS.		
Feb. 17- Feb. 21	HF. SEATTLE GIFT, LAMP, HOUSEWARES SHOW, OLYMPIC, NEW WASHINGTON, SEATTLE. CONTACT: KAY LEBER, 1355 MARKET ST., SAN FRANCISCO, CALIFORNIA.		
Feb. 17- Feb. 22	HF. DALLAS GIFT SHOW, BAKER HOTEL, DALLAS, TEXAS. CONTACT: FRED SANDS, 1610 DIERKS BLDG., KANSAS CITY, MO.		
Feb. 17- Feb. 25	HF. SOUTHWESTERN MERCHANDISE EXHIBITORS, DALLAS, TEXAS. CONTACT: FRED SANDS, 1610 DIERKS BLDG., KANSAS CITY, MO.		
Monday Feb. 18	CLOSING DATE FOR ENTRIES HF. All entries for the Chicago Tribune's Sixth Annual Better Rooms Competition must be received by 5 P.M. on this date. For complete information send for free copy of the rules which you will receive postpaid. Contact: Better Rooms Competition, Chicago Tribune, 435 N. Michigan Ave., Chicago 11, Illinois.	CHICAGO TRIBUNE	CHICAGO 11, ILLINOIS

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

MUSEUM, GALLERY AND GARDEN NEWS

Thursday Jan. 10	GOOD DESIGN EXHIBIT	MUS. OF MOD. ART	MDSE. MART, CHICAGO

HF. The Good Design 1952 exhibit will open this year during the first week of the Chicago Home Furnishings Market. The setting for it is the work of Paul Rudolph, architect, and at present teaching at the University of Pennsylvania. Publicity: Betty Chamberlain, CI. 5-8900.

Friday Jan. 25-Feb. 16	PILGRIMAGE	HORTICULTURAL SOC.OF N.Y.	157 WEST 58TH ST.

G. A Garden Lovers Pilgrimage to California, via Chicago, San Francisco, the Monterey Peninsula, Santa Barbara, Lompoc and Los Angeles, returning via the Grand Canyon. Pilgrimage folder may be obtained on request. Contact: R. B. Farnham, Horticultural Society of New York, 157 West 58th Street, New York 19, N.Y., PL. 7-0915.

PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having List of Editors please make changes below.

Living for Young Homemakers, 575 Madison Avenue, New York 22, N.Y.

Marian Minogue is no longer food and equipment editor nor is Thomas Mario food editor. Sally McDonough is now food editor. William Jaeger and Langseth Christensen are no longer decoration editors; their places have been taken by John Bachstein and Stanford Squires. Joan Lerrick is no longer with the magazine. Betty Perzoni is no longer assistant merchandise editor. Dorothy Merrick has taken her place.

Successful Farming, Des Moines 3, Iowa.

Mrs. Kay Jones has left this publication. Her place as home furnishings editor has been taken by Maurine Harrin.

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HOME FURNISHINGS CALENDAR covers all aspects of the home; building and housing; furnishings and decorating; gardening and horticulture; food and major appliances.

The CALENDAR will furnish free to yearly subscribers an accurate list of editors who cover every phase of the home furnishings field on national trade and consumer publications. Non-subscribers pay $25 for this list. Personnel changes and additions are published weekly. Avail yourself of this invaluable service.

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One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

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Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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